

**MOVING FROM
GENERAL PRACTICE
TO
SPECIALIZATION
&
PROFESSIONAL EXCELLENCE**

SATURDAY, 7TH NOVEMBER 2015

OUTLINE

- ✓ PRACTICE VS INDUSTRY
- ✓ WHY SPECIALISATION ?
- ✓ CRITICAL EVALUATION
- ✓ CHALLENGES
- ✓ APPROACH
- ✓ AREAS OF SPECIALISATION
- ✓ PROFESSIONAL EXCELLENCE

PRACTICE Vs INDUSTRY

- ✓ New Entrants in practice are very few
- ✓ Demography of Practicing CAs
- ✓ In practice rewards are long term and larger
- ✓ Scope in practice is humungous going forward

PRACTICE Vs INDUSTRY

Practice – Advantages

- ✓ Leadership and Independence
- ✓ Multifaceted knowledge and continuous knowledge gain
- ✓ Net Working and personality development
- ✓ Flexibility

Disadvantages

- ✓ Initial capital outflow and long gestation period
- ✓ Irregular income initial stage
- ✓ Future growth is uncertain and depends on knowledge, opportunity etc.

PRACTICE Vs INDUSTRY

Industry – Advantages

- ✓ Regular Income
- ✓ No Capital investment
- ✓ Growth is generally certain

Industry – Disadvantages

- ✓ Exposure in limited area
- ✓ Knowledge is limited to area one works for
- ✓ Independence is subject to ones position in Industry

WHY SPECIALISATION ?

- ✓ Traditional Areas of Practice are shrinking in scope.
- ✓ Decrease in profit margins or elimination of a large number of industries, traders and other inefficient players due to changing economic scenario.
- ✓ Changing needs and expectations of the business sector from Chartered Accountants and inability of CAs to change and respond to these new expectations.
- ✓ Increasing competition from other professionals and semi-professionals.

CRITICAL EVALUATION

- ✓ Critical review of existing traditional practice.
- ✓ Visualising the future scope of traditional practice and need for specialization.
- ✓ Factors that need to be considered for selecting an appropriate area of practice
- ✓ Manage the transition process from practice in traditional areas to specialising in emerging and niche areas

CRITICAL EVALUATION OF PRESENT PRACTICE:

- ✓ Does the existing practice give the required job satisfaction?
- ✓ Does it give you the monetary reward commensurate to your age, skills, ability and efforts?
- ✓ Does it match your natural abilities / skill sets. Is it something for which you have an aptitude /liking /flair?
- ✓ Has your existing career graph grown positively and in an appropriate manner?

CRITICAL EVALUATION OF PRESENT PRACTICE:.....

- ✓ How do you visualise the future of your existing practice area?
- ✓ Does it fit into an overall plan / career path that reflects a progressive and prospective future?
- ✓ Are you part of a progressive / proactive organisation. Does it offer sufficient growth opportunities both professional and monetary?

CRITICAL EVALUATION RESULT...

- ✓ Inner desire in most Chartered Accountants in practice, to diversify into emerging and niche areas. However very few have been able to turn this into reality, which may be due to many reasons

INNER DESIRE TO CHANGE NOT TRANSLATING... WHY ?

- ✓ Inability to select an appropriate area that matches the aptitude, skill sets and expectations
- ✓ Absence of mental conviction to put in the best efforts
- ✓ Difficulty in managing the transition process
- ✓ Mental block to undertake sacrifices/ Lack of patience
- ✓ Fear of not getting work in the chosen area.

INTERNAL ISSUES

- ✓ Lack of mental conviction, vision, self-belief
- ✓ Lack of strong ambition or desire
- ✓ Absence of mental readiness to change and adapt
- ✓ Inability to take risk.
- ✓ Half hearted start and lack of full commitment in the efforts

INTERNAL ISSUES

- ✓ Tendency to give up before reaching the perceived target
- ✓ Failure to identify and improve over weaknesses e.g. drafting skills, communication skills, etc
- ✓ Tendency to blame circumstances, rather than concentrating on self-improvement
- ✓ Failure to sharpen the tools on regular basis

CHALLENGES

- ✓ Lack of work exposure to emerging / new areas
- ✓ Lack of financial resources and infrastructure
- ✓ Lack of potential of new areas with current clients
- ✓ Lack of marketing skills

CHALLENGES

- ✓ Lack of contacts
- ✓ Lack of awareness of niche areas
- ✓ Inability to select an appropriate area that meets individual / organisational existing skill sets, aptitude etc.

UNDERSTANDING PROFESSIONAL AGE PROFILE

- ✓ Initial years - First 3 to 5 years:
- ✓ Next 3 to 5 years in the profession:
- ✓ Next 8 –10 years:
- ✓ Further period:

SWOT ANALYSIS

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS

FROM GENERAL PRACTICE TO SPECIALIZATION

Specialization calls for a structured, focused approach to a particular subject.




- Once upon a time, a very strong woodcutter asked for a job in a timber merchant and he got it. The pay was really good and so was the work condition. For those reasons, the woodcutter was determined to do his best.
- His Master gave him an axe and showed him the area where he supposed to work.



- The first day, the woodcutter brought 18 trees.
- “Congratulations,” the boss said. “Go on that way!”
- Very motivated by the Master, the woodcutter tried harder the next day, but he could only bring 15 trees. The third day he tried even harder, but he could only bring 10 trees. Day after day he was bringing less and less trees.



- “I must be losing my strength”, the woodcutter thought. He went to the boss and apologized, saying that he could not understand what was going on.
- “When was the last time you sharpened your axe?” the boss asked.
- “Sharpen? I had no time to sharpen my axe. I have been very busy trying to cut trees...”



*If I had six hours
to chop down a tree,
I'd spend the first four hours
sharpening the axe.*

~ Abraham Lincoln

FROM GENERAL PRACTICE TO SPECIALIZATION... PROCESS AND APPROACH

- ✓ Short Listing of two to four avenues of practice
- ✓ Carry out thorough micro analysis of the selected areas
- ✓ Shortlist on one area and draw out a blue print / action plan.
- ✓ Delegation

FROM GENERAL PRACTICE TO SPECIALIZATION... PROCESS AND APPROACH...

- ✓ Eliminating non-focus areas or clients
- ✓ Creating Time for Advanced Study/ Technical Expertise i.e Research
- ✓ Marketing
- ✓ Building Team and Organisation
- ✓ Net Work/Associate with Specialist

FROM GENERAL PRACTICE TO SPECIALIZATION... QUALITIES TO BE DEVELOPED

- ✓ An analytical mind and the readiness to walk that extra mile.
- ✓ Willingness to study the subject thoroughly.
- ✓ Ability to adapt to changes, yet open to suggestions from both seniors and juniors.
- ✓ Continuous and timely updating oneself on the subject open to opportunities to teach and participate in technical discussions, however poorly paid or burdensome.

AREAS OF SPECIALISATION

- ✓ Specialisation does not mean you specialise only in the emerging areas
- ✓ One Could specialise in traditional areas too
- ✓ Traditional areas
 - ❖ Income Tax Advisory - Tax planning, TDS, Opinions etc.
 - ❖ Income Tax specialist in financial sector, real estate sector, entertainment industry, software industry , trust etc.
 - ❖ Income Tax Litigation

AREAS OF SPECIALISATION.....

- ✓ STATUTORY AUDITS
 - ❖ Financial Sector
 - ❖ Infrastructure
 - ❖ Manufacturing
 - ❖ Other industry specific

AREAS OF SPECIALISATION.....

- ✓ Internal Audits
 - ❖ Management Audits
 - ❖ Risk Assessments (emerging area)
 - ❖ Forensic Audits (emerging area)
 - ❖ Preparation of SOP
- ✓ Evaluation of Internal Financial Controls (Section 134 of the CA,2013)
- ✓ There are professionals and renowned firms specialising only in Internal Audits.

AREAS OF SPECIALISATION.....

- ✓ Information Technology and related areas (huge potential)
 - ❖ System Audits
 - ❖ Risk Assessments
 - ❖ Information system design and information system management
 - ❖ Migration Audits
 - ❖ Software development which would assist professionals

AREAS OF SPECIALISATION.....

✓ Indirect Tax

- ❖ Service Tax
- ❖ VAT
- ❖ Excise
- ❖ Custom Duty
- ❖ GST

✓ Lot of examples of professionals who have gained prominence in this area by their focussed determination and extreme hard work

AREAS OF SPECIALISATION.....

- ✓ International taxation and FEMA
- ✓ There are classic examples of eminent professionals gaining prominence in this area by their vision and sheer determination
- ✓ Transfer Pricing Audits

AREAS OF SPECIALISATION.....

- ✓ Mergers and Acquisitions
- ✓ Corporate Law and Securities Law
- ✓ Arbitration and Conciliation
- ✓ Financial Consultancy & Advisory
- ✓ Business and Management Consultancy

AREAS OF SPECIALISATION.....

- ✓ Business Valuation
- ✓ NBFC
- ✓ Accounting Standards / Ind AS
- ✓ BPO/KPO
- ✓ Actuary
- ✓ Corporate Training

PROFESSIONAL EXCELLENCE

- ✓ We are what we repeatedly do.
Excellence, then, is not an act, but a habit- *Aristotle*
- ✓ I will not live an outstanding life by accident! I can only live an outstanding life by forming habits and creating disciplines that will allow me to achieve excellence every day
- ✓ The will to win, the desire to succeed, the urge to reach your full potential...these are all keys that will unlock the door to personal excellence - *Eddie Robinson*

PROFESSIONAL EXCELLENCE

✓ **Hard Work**

- ❖ There is no substitute to hard work
- ❖ Be passionate about work which you do
- ❖ All the successful professionals have this attribute

PROFESSIONAL EXCELLENCE.....

✓ **Sharpening the Saw**

- ❖ keep updated your knowledge by reading professional journals, research material and of course various changes in law, regulation, business etc.
- ❖ Attend study circles, seminars, conferences etc.
- ❖ Participate in the above activities in a gradual manner by writing articles ,leading discussion etc.
- ❖ Become member of Professional bodies
- ❖ Physical activity like exercise , stress management
- ❖ Involve yourself in social and spiritual activities

PROFESSIONAL EXCELLENCE.....

✓ **Integrity & Ethics**

- ❖ Integrity is of paramount importance to be a successful professional
- ❖ Understand the code of ethics and follow in practice

PROFESSIONAL EXCELLENCE....

✓ **Soft Skills and personality development**

- ❖ Communication and presentation skills are one of the most important attributes to be a successful professional
- ❖ Business etiquettes
- ❖ should be formally dressed for business/formal meetings

PROFESSIONAL EXCELLENCE....

✓ **Team Building**

- ❖ Be a leader
- ❖ Leader is one who develops more leader
- ❖ Train your staff
- ❖ Delegate
- ❖ Be a role model for your team
- ❖ Develop working atmosphere which would strengthen your team.

PROFESSIONAL EXCELLENCE....

- ✓ Begin with end in mind
- ✓ Put First thing First
- ✓ Think win win
- ✓ Synergise

THANK YOU

for

YOUR ATTENTION